

AMENDMENTS TO THE CLAIMS:

Please amend Claims 19 through 24 as follows:

1 - 18. (Cancelled)

19. (Currently Amended) An electronic program guide generating A display control apparatus generating electronic program guide images in matrix format with time and channel and displaying a generated electronic program guide image to a display unit, said display control apparatus comprising:

an information acquisition unit configured to acquire program information associated with each of ~~a plurality of~~ programs to be ~~broadcast~~ broadcasted;

a controlling unit configured to generate ~~a plurality of~~ first and second electronic program guide images in ~~matrix format with time and channel according to~~ using acquired program information, wherein each ~~program is placed on an area~~ electronic program guide image comprises program information display areas in the matrix format based on its broadcasting time and channel of programs, and wherein ~~a plurality of~~ electronic program guide images ~~comprise a~~ the first electronic program guide image which displays program information corresponding to programs of longer than a predetermined duration and does not display program information corresponding to programs of less than or equal to a the predetermined duration, and a the second electronic program guide image which displays program information corresponding to programs of longer than a predetermined duration and also displays program information corresponding to programs of less than or equal to the predetermined duration; and

a selecting an input unit configured to ~~select an electronic program guide image~~ accept

instruction input from a user for selecting which of to display from the first electronic program guide image and the second electronic program guide image based on input from a user is to be displayed; and

a display control unit configured to display either the first or the second electronic program guide image according to the instruction input.

20. (Currently Amended) ~~An electronic program guide generating~~ A display control apparatus according to Claim 19, wherein said controlling unit generates the first electronic program guide image which displays the area corresponding to ~~programs~~ a program of less than or equal to the predetermined duration as ~~blank space~~ a colored area such that existence of a program can be recognized.

21. (Currently Amended) ~~An electronic program guide generating~~ A display control apparatus according to Claim 19, further comprising:

an operating unit configured to accept selection of a program placed on a ~~given area~~ program information display area in a displayed electronic program guide image in matrix format from the user,

wherein said controlling unit controls movement of a cursor, which indicates the currently selected program, among programs of less than or equal to the predetermined duration when the second electronic program guide image is ~~selected by the selecting unit~~ displayed on the display unit.

22. (Currently Amended) A display control method of an electronic program guide

generating a display control apparatus generating electronic program guide images in matrix format with time and channel and displaying a generated electronic program guide image to a display unit, said method comprising the steps of:

acquiring program information associated with each of a plurality of programs to be broadcast ~~broadcasted~~;

controlling a plurality of first and second electronic program guide images in matrix format with time and channel ~~according to~~ using acquired program information, wherein each program is placed on an area electronic program guide image comprises program information display areas in the matrix format based on its broadcasting time and channel of programs, and wherein a plurality of ~~electronic program guide images comprise a~~ the first electronic program guide image ~~which displays program information corresponding to programs of longer than a predetermined duration and~~ does not display program information corresponding to programs of less than or equal to ~~a~~ the predetermined duration, and ~~a~~ the second electronic program guide image ~~which displays program information corresponding to programs of longer than a predetermined duration and also displays program information corresponding to programs of less than or equal to the predetermined duration; and~~

~~selecting an electronic program guide image to display from~~ an inputting step of accepting instruction input from a user for selecting which of the first electronic program guide image and the second electronic program guide image based on input from a user is to be displayed; and

a display control step of displaying either the first or the second electronic program guide image according to the instruction input.

23. (Currently Amended) A display control method ~~of an electronic program guide generating apparatus~~ according to Claim 22, wherein said step of controlling generates the first electronic program guide image which displays the area corresponding to programs a program of less than or equal to the predetermined duration as ~~blank space~~ a colored area such that existence of a program can be recognized.

24. (Currently Amended) A display control method ~~of an electronic program guide generating apparatus~~ according to Claim 22, further comprising the step of:

accepting selection of a program placed on a ~~given area~~ program information display area in a displayed electronic program guide image from the user,

wherein said step of controlling controls movement of a cursor, which indicates the currently selected program, among programs of less than or equal to the predetermined duration when the second electronic program guide image is ~~selected by the selecting step~~ displayed.